

**PUBLIC HEALTH: GOOD HEALTH.  
GOOD LIFE.**

**PUBLIC HEALTH: BETTER HEALTH.  
BETTER MISSOURI.**

**MISSOURI'S 2014 PUBLIC HEALTH  
MESSAGING CAMPAIGN**

# WHY A PUBLIC HEALTH MESSAGING CAMPAIGN?

Identified need to influence key stakeholders' knowledge and opinion of public health.



# TO GET US HERE, A WORKGROUP OF COURSE!

## 3 Committees:

- Messaging
- LPHA Legislator Meeting/Relationship Tools
- Public Health Stories



# **CAMPAIGN GOALS**

- 1) Improve understanding and reputation of Public Health among legislators and public**
- 2) Increase awareness of Public Health so that we are a trusted source of information for policy makers**



## **CAMPAIGN GOALS (CONT.)**

- 3) Increase resources for Public Health and**
- 4) Decrease legislation and policies that would have a negative consequence on Public Health**



# THEMES

- ◆ **Public Health: Good Health. Good Life.**
- ◆ **Public Health: Better Health. Better Missouri.**



# SPEAKING WITH ONE VOICE

Campaign materials include:

- ◆ Overview
- ◆ Common themed talking points
- ◆ Tools for work with legislators/stakeholders
- ◆ Public health stories

(Available at <http://clphs.health.mo.gov/LPHS>)

Talking points for legislative receptions at [www.moalpha.org](http://www.moalpha.org)  
Members Corner

# MAKING AN IMPACT

- ◆Continue the dialogue
- ◆Create awareness
- ◆Build relationships and
- ◆Educate



# **PULLING TOGETHER**

**Information sharing through these introductory webinars**

**Campaign launch toolkit**

**Weekly Campaign activity suggestions and tools to help**

- **Christopher Fan, Washington University intern**



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# QUESTIONS AND DISCUSSION

